

This year my station will invest 4.8M in an effort to generate local news, local weather and local sports for the benefit and enjoyment of the people of New Mexico and southern Colorado. How do I know it's important and significant to them? Because we asked. We invest an average of \$60,000 per year asking them directly, "what matters most?" We generate a minimum of 27 scheduled hours of local news every week. In addition we will produce hours of sustaining local programming for each election, breaking news of life threatening forest fires, or severe weather, create at least 4 quarterly primetime news specials covering such topics as New Mexico's water shortage and solutions. Each year KRQE shares news anchors and airtime with the other stations in the market as we all air a simultaneous prime-time telecast to raise awareness and funding for the Local American Red Cross Chapter. Along with all the other TV broadcasters in the market we provide the only means by which local viewers who are hearing impaired can get local news and information with both pictures and captions. With the encouragement of Congresswoman Heather Wilson, all of the New Mexico radio and television broadcasters adopted one of the nations earliest Amber Alert programs. KRQE donates \$100,000/yr in public service messages just to the local United Way of greater Albuquerque. Last month we did a mini-telethon spanning three local newscasts and raised money and awareness for a local orphanage. A week ago we interviewed Rick Schroeder (of NYPD Blue fame) who produced and directed a film about a Native American Boxer from New Mexico. We are members of the Hispano Chamber of Commerce and the Native American Chamber of Commerce and support their businesses and issues with our dues, news coverage and marketing resources. The University of New Mexico has named a scholarship after our much beloved news anchor and we donate \$10,000/year for those kids. KRQE has worked with all the other TV stations in the state to provide \$1,000 cash donation to every single high school in this state. I could go on in both volume and detail. The point is, we genuinely care about the same thing the FCC does. And we do that without either a federal carrot or a stick, we do it because doing the right thing is in the best, long-term interest of our business. Consider that \$60,000 investment in local research I mentioned. Who could know better than us what is meaningful to our viewers, and we didn't need a public policy to do that. Please be an encouragement to us now, we are trying to protect our local programming resources while we pay for a digital transition ahead of viewer demand for it. You must see that on balance we are great stewards of the public airwaves, we love our viewers and take their best interests to heart. Please don't regulate our obligations to them any more than you already have.

Bill Anderson

VP and General Manager

KRQE, Albuquerque, NM

KBIM, Roswell, NM

KREZ, Durango, CO